

Kyriaki (Kiki) Kaplanidou, Ph. D.

Assistant Professor, University of Florida

Department of Tourism, Recreation and Sport Management,
College of Health and Human Performance

Areas of research interest

- ◆ Consumer behavior in sport and tourism contexts
- ◆ The impact of sport events on communities
- ◆ Image of sport and sport events and their fit with destination images
- ◆ Community development through sport initiatives

Education

January 2003-
August 2006

Ph.D., Michigan State University, East Lansing.

- ◆ Department of Park, Recreation and Tourism Resources.
- ◆ **Dissertation title:** The impact of a sport tourism event image on destination image and intentions to travel: A structural equation modeling analysis.

June 2003,
June 2004,
July 2005

CIC Traveling scholar: University of Michigan, Ann Arbor.

- ◆ Attended Summer Institute in Survey Research Techniques.
Courses attended: Questionnaire Design, Web Survey Design, Experimental Design, Qualitative Data analysis, Structural Equation Modeling Analysis.

September 1999-
September 2000

Masters of Science in Recreation Management: Loughborough University, Loughborough, England.

- ◆ Department of Physical Education, Sport Science and Recreation Management
- ◆ **Masters Thesis Title:** "Implementing the services marketing mix: a case study analysis; The Greek Leisure Company 'Klaoudatos'". This thesis received distinction.

September 1991-
May 1996

Bachelor of Science in Physical Education and Sports Science: Aristotle University, Thessaloniki, Greece.

Academic Employment

Assistant Professor, Department of Tourism, Recreation and Sport Management, College of Health and Human Performance, University of Florida, August 2007-today

Lecturer: Department of Kinesiology, University of Windsor, 2006-2007.

Publications in refereed journals

1. **Kaplanidou, K.** & Gibson, H. (in press). Event Image and Traveling Parents' Intentions to Attend Youth Sport Events: A Test of the Reasoned Action Model. *European Sport Management Quarterly* (SSCI) (expected in print in the 12.1 issue).
2. Gibson, H. **Kaplanidou, K.** & #Chang, S. (2011). Small-Scale Event Sport Tourism: A Case Study in Sustainable Tourism. *Sport Management Review*. doi:10.1016/j.smr.2011.08.013
3. **Kaplanidou, K.**, Jordan, J, Funk, D. & Ridinger, L. (in press). Recurring Sport Events and Host Event Destination Attributes: Impact on Active Sport Tourist Behavioral Intentions *Journal of Sport Management*. (SSCI) (expected June 2012).
4. Li, X. & **Kaplanidou, K.** (in press). The Impact Of The 2008 Beijing Olympic Games On China's Destination Brand: A U.S.-Based Examination, *Journal of Hospitality and Tourism Research*. (SSCI)
5. Ridinger, L. Funk, D. Jordan, J & **Kaplanidou, K.** (in press). Marathons for the Masses: Exploring the Role of Negotiation-Efficacy and Involvement on Running Commitment. *Journal of Leisure Research* (SSCI) (expected June 2012)
6. **Kaplanidou, K.**, & Gibson, H. (2011). Differences between First Time and Repeat Spectator Tourists of a Youth Soccer Event: Intentions and Image Approaches. *Current Issues in Tourism*. DOI:10.1080/13683500.2011.607924
7. Funk, D., Jordan, J., Ridinger, L. & **Kaplanidou, K.** (2011). Do Mass Participant Sport Events Matter: Exploring The Influence of Exercise Motives and Event Satisfaction on Post Event Exercise Intentions and Commitment. *Leisure Sciences*. 33, 250-268. **SSCI**
8. Pennington-Gray, L. Thapa, B. **Kaplanidou, K.**, #Cayhanto, P., McLaughlin, E. Willming, C., & #Sandy Blair (2011). Crisis Planning and Preparedness in the United States Tourism Industry, *Cornell Hospitality Quarterly*. 52(3) 312-320. **SSCI**
9. Hallman, K., **Kaplanidou, K.** & Breuer, C. (2010). Event Image Perceptions among Active and Passive Sport Tourists at Marathon Races. *International Journal of Sports Marketing and Sponsorship*. 12 (1), 37-52 SSCI
10. #Karadakis, K., **Kaplanidou, K.** & Karlis, G. (2010). Event leveraging of mega sport events: A SWOT analysis approach. *International Journal of Festival and Event Management*. 1(3), 170-185.
11. **Kaplanidou, K.** & Gibson, H. (2010). Predicting Behavioral Intentions of Active Sport Tourists: The Case of a Small Scale Recurring Sport Event. *Journal of Sport and Tourism*. 15(2), 163-179.
12. **Kaplanidou, K.** & *Karadakis, K. (2010). Understanding the Legacy Components of a Host Olympic City: The Case of the 2010 Vancouver Olympic Games. *Sport Marketing Quarterly*. 19(2), 110-117.
13. **Kaplanidou, K.** (2010). Active sport tourists: sport event image considerations. *Tourism Analysis*. 15(3), 381-386
14. **Kaplanidou, K.** & Vogt, C. (2010). The Meaning and Measurement of a Sport Event Experience Among Active Sport Tourists: *Journal of Sport Management*. 24, 544-566 **SSCI**
15. **Kaplanidou, K.** & Havitz, M (2010). Situational and Enduring involvement of Spectators of Mega Events: *International Journal of Sport Marketing and Sponsorship*. 11(4), 344-359. **SSCI**

16. **Kaplanidou, K.** (2009). Relationships among behavioral intentions, cognitive event and destination images among different geographic regions of Olympic Games spectators. *Journal of Sport and Tourism*. 14(4) 249-272.
17. **Kaplanidou, K.** (2007). The role of affective event and destination image on behavioral intentions. *Event Management* 10(2), 159-173.
18. **Kaplanidou, K.**, & Vogt, C. (2007). The interrelationship between sport event and destination image and sport tourists' behaviors. *Journal of Sport & Tourism*, 12 (3-4), 183-206.
19. **Kaplanidou, K.** & Vogt, C. (2006). A Structural Analysis of Destination Travel Intentions as a Function of Website features. *Journal of Travel Research* 45(2), 204-216. **SSCI**

[# denotes graduate student]

Book Chapters

1. **Kaplanidou, K.** (2010) (in Greek). Αθλητικός Τουρισμός: Θεωρητικές και Πρακτικές Προσεγγίσεις. (Sport Tourism: Theoretical and Practical Approaches): In "Ο Αθλητισμός στην Κοινωνία και η Κοινωνία του Αθλητισμού. (Sport in Society and the Society of Sport). Eds: Chatziefstathiou, D. & Georgoulas, S. pp. 187-204. NIRIIDES, Athens, Greece.

Articles in industry magazines (invited-not peer reviewed)

1. Kaplanidou, K. (2011). A question of Legacy: The Legacy of the Olympic Games: A host community perspective. *Olympic Review* [The Official Publication of the Olympic Movement], 79 (April-May-June), 64-67. International Olympic Committee. Lausanne, Switzerland.

Manuscripts under review

1. **Kaplanidou, K.** The importance of legacy outcomes for Olympic Games four summer host cities residents' quality of life: 1996-2008. *European Sport Management Quarterly: Special Issue: Managing the Olympic Experience: Challenges and Responses*. (SSCI)
2. **Kaplanidou, K.**, #Karadakis, K. & Pennington-Gray, L. Transfer of Knowledge and the Legacies of Four Summer Olympic Cities 1996-2008. *Journal of Event and Festival Management*. Special issue: "The impacts and legacies of sport events".
3. #Karadakis, K. & **Kaplanidou, K.** Legacy Perceptions among Host and Non-host Olympic Games Residents: A longitudinal study of the 2010 Vancouver Olympic Games. *European Sport Management Quarterly*, (SSCI) (under second review)
4. Apostolopoulou, A. & **Kaplanidou, K.** Assessing satisfaction levels with the peripheral elements of a sporting event: The case of Super Bowl XLIII. *International Journal of Sport Management and Marketing*. Special Issue: Consumer Behavior in Sports.
5. Pennington-Gray, L., **Kaplanidou, K.** & #Schroeder, A. "Drivers of Social Media Use Among African Americans in the Event of a Crisis". *Natural Hazards*.
6. #Buta, N., Holland, S. Brennan, & **Kaplanidou, K.** Local Communities and Protected Areas: Pro-environmental Civic Engagement Intentions in Retezat National Park, Romania. *Society and Natural Resources*. (under second review)
7. Walker, M., **Kaplanidou, K.**, Gibson, H. Thapa, B., Geldenhuys, S., Coetze, W. "Win in Africa, With Africa": Social Responsibility, Event Image, and Destination Benefits. The Case of the 2010 South African FIFA World Cup. *Tourism Management*. (SSCI).

denotes graduate student

Grants & Contracts

- Kerwin, S. (PI), Walker, M. (Co-PI), & **Kaplanidou, K.** (Co-PI). *Exploring Sport-for-Development at the Community-Level*. North American Society of Sport Management (NASSM) Research Grant. \$1,350. May 2011 – May 2012.
- Kaplanidou, K.** (PI) (2009-2010). Examining the Importance of Olympic Games Legacy Aspects Among Host City Residents: A Temporal Approach. International Olympic Committee (IOC) Olympic Studies Centre, Information Management Department, 10,000 CHF. December 2009-December 2010.
- Kaplanidou, K.** (PI). Evaluate participant perceptions of the Athens Classic Marathon event. Athens Classic Marathon Organization. Athens, Greece, \$750. November 2009-December 2010.
- Kaplanidou, K.** (PI) & McLaughlin, E. (Co-PI) (2007-2008). Florida First Coast of Golf: Strategic Planning Project (\$7,500).
- Kaplanidou, K.** (PI), & Gibson, H. (Co-PI) (2007-2008). Gainesville Sports Commission: Spectator and coach perceptions of 2008 Gator Soccer Showcase for Girls sport event (\$2,751.76).
- Kaplanidou, K.** (PI). (2007-2008). Gainesville Sports Commission: Senior Games Event Participant Study (\$650).
- Lowman, K. K. (PI), Byrd, C. E. (CO-PI), Zhang, J. J. (CO-PI), Ko, Y. J. (CO-PI), **Kaplanidou, K.** (CO-PI), & Byon, K. K. (CO-PI) (2008). Assessment of Student Achievement: Examining the EdVenture Curricula. EdVenture Group, Morgantown, West Virginia. Total Funding: \$38,000.
- Gibson, H (PI) & **Kaplanidou, K.** (co-PI) (2007-2008). Gainesville Sports Commission: Gainesville ASA Pro/Am McKenzie Tour Survey (\$2,210. 43)
- Vogt, C. (PI), & **Kaplanidou, K.** (co-PI). (2005). Crystal Mountain Ski Resort, Michigan: Evaluation of the crystalmountain.com website and a competitor website (\$2,300).

Grants & Contracts (in-kind)

- Thapa, B. (PI), Walker, M. (Co-PI), **Kaplanidou, K. (Co-PI)**, Gibson, H. (Co-PI). *Examining the Social Impacts of the 2010 FIFA World Cup*. Award Funded by Tshwane University of Technology, South Africa (\$68,000) Funding Dates: March, 2010 – February, 2011.

Book reviews

- Kaplanidou, K. (2009). [Review of the book: *Olympic Tourism, by Mike Weed*], Sport Management Education Journal. 3(1), 128-130.
- Kaplanidou, K. (2004). [Review of the book: *Tourism in Western Europe, A collection of case histories, by Richard Voase (Ed)*]. Journal of Leisure Research, 36 (2), 288-292.
- Kaplanidou, K. (2007). [Review of the book: *Human Resource Management in Olympic Sport Organizations by Chelladurai, P. & Madella, A*]. Journal of Sport Management, 21 (3), 452-454.

Peer-reviewed conference proceedings (abstract review) and presentations

- Gibson, H., Kang, S., Walker, **M., Kaplanidou, K.**, Thapa, B., Coetzee, W., & Geldenhuys, S. (2011). Four Sport Tourist Fan Types: 2010 World Cup, Flow-on Tourism and other attributes. Paper presented at the 19th Annual European Sport Management Conference, (EASM). Madrid, Spain.
- Kaplanidou, K. (2011).** Understanding the importance of legacy outcomes for Olympic Games Host city residents' quality of life. Paper presented at the 19th Annual European Sport Management Conference, (EASM). Madrid, Spain.
- Kaplanidou, K.**, Karadakis, K., & Pennington-Gray, L. (2011). A Case Study of the Legacies of Four Summer Olympic Cities 1996-2008. Paper presented at the 2011 Conference for TTRA in London, Canada.
- Kaplanidou, K.**, Gibson, H., Karadakis, K., Walker, M., Thapa, B., Geldenhuys, S., & Coetzee, W. (2011). Quality of life as a mediator between event impacts and mega event support among South African residents: The 2010 FIFA World Cup. Paper presented at the 2011 Conference for TTRA in London, Canada.
- *#Karadakis, K., & **Kaplanidou, K.** (2011). Legacy Perceptions among Host and Non-host Olympic Games Residents: A longitudinal study of the 2010 Vancouver Olympic Games. Paper presented at the 2011 Conference of the North American Society for Sport Management, London, Canada.
- *#Karadakis, K., & **Kaplanidou, K.** (2010). Host and Non-host Residents' Perceptions of the Vancouver Olympic Games Legacy. Paper presented at the 31st annual conference of the North American Society for the Sociology of Sport: Producing Knowledge, Producing Bodies: Cross-Currents in Sociologies of Sport and Physical Culture, San Diego, United States.
- *#Cattani, K., *#Wang, R., *#Karadakis, K., & **Kaplanidou, K.** (advisor) (2010). The New Orleans Hornets: None of us is as strong as all of us...Passion, Purpose, Pride. Poster presented at the Sport Marketing Association fall conference, New Orleans, United States.
- *#Arai, A., Ko, Y., & **Kaplanidou, K.** (2010) Athlete Brand Image: Scale Development and Model Test. Paper presented at the 8th Sport Marketing Association, New Orleans. Louisiana, October 26-29, 2010.
- Apostolopoulou, A. Papadimitriou, D. & ***Kaplanidou, K.** (2010) An exploratory study of the brand image of the World University Games: The case of Universiade Belgrade 2009. Paper accepted for presentation at the 8th Sport Marketing Association, New Orleans. Louisiana, October 26-29, 2010.
- Kaplanidou, K.** & Buta, N. (2010). Spectators' event image perceptions of Super Bowl: A dynamic image formation approach. Poster presented at the 2010 North American Society of Sport Management Conference, Tampa Florida. June 1-5, 2010
- Kaplanidou, K.** & Apostolopoulou, A. (2010) Assessing Spectators' Satisfaction with Peripheral Elements of a Sporting Event: The Case of Super Bowl XLIII Paper presented at the 2010 North American Society of Sport Management Conference, Tampa Florida. June 1-5, 2010
- *#Gates, J. **Kaplanidou, K.** Understanding Motivation and Students' Exercise Consumption Behaviors Based On Their Stage of Change in Exercise. Paper presented at the 2010 North American Society of Sport Management Conference, Tampa Florida. June 1-5, 2010
- *#Karadakis, K. & **Kaplanidou, K.** (2010) Legacy Perceptions among Host and Non-host Olympic Games Residents: The Case of the 2010 Vancouver Olympic Games. Paper presented at the 2010 North American Society of Sport Management Conference, Tampa Florida. June 1-5, 2010

- ***Kaplanidou, K.** (2010). Personality aspects of active sport tourists and their impact on behavioral intentions. Paper presented at the 18th International Congress of Physical Education and Sport, Democritus University of Thrace, Komotini, Greece. May 21-May 23.
- Gibson, H., ***Kaplanidou, K.**, & Thapa, B. (2010). Small-scale sport tourism as a sustainable legacy of mega-events: A key component of a successful national sport tourism strategy. Abstract accepted for presentation at Colloquium on Mega-Event Sustainability, Johannesburg, 24 February 2010.
- Li, X. R., **Kaplanidou, K.**, Jeon, S. M. N., & Cheng, C.-k. (2009). *China's destination image change before and after the 2008 Beijing Olympic Games: A U.S.-based examination*. Paper presented at the 3rd International Conference on Destination Branding and Marketing, Macau, P.R. China. (Presented by R. Harrill).
- ***Kaplanidou, K.**, Funk, D. Buta. N., & Goutzioupas. G. (2009). The Event Image of the Athens Marathon from the Sport Tourist Marathon Runners' Perspective: A Qualitative and Quantitative Approach. Paper presented at the 17th Annual European Sport Management Conference, Amsterdam, Holland.
- *Gibson, H., **Kaplanidou, K.**, Kang. S. Bell, H. Small-Scale Event Sport Tourism: A Case Study of Six Events. Paper presented at the 17th Annual European Sport Management Conference, Amsterdam, Holland.
- *#Karadakis, K., **Kaplanidou, K.**, Kim. M. (2009). Exploring environmental responsibility: The case of the International Olympic Committee. Paper presented at the 17th Annual European Sport Management Conference, Amsterdam, Holland.
- *Jordan, J., *Beaton, A. **Kaplanidou, K.** & Funk. D. (2009) Market Segmentation in participatory sport events. Paper presented at the 17th Annual European Sport Management Conference, Amsterdam, Holland.
- *#Karadakis, K., Walker, N., **Kaplanidou, K.** & Sagas, M. (2009). The Olympic Games and Sustainability: Sociological, Environmental and Local Community Impacts. Paper presented at the 30th annual conference of the North American Society for the Sociology of Sport: Sport and bodily Culture in Hard Times", Ottawa, Canada.
- *Karlis, G., Karadakis, K., **Kaplanidou, K.**, C., I., Onsescu, J., & Sharaf, A. (2009). *Transforming to a life of leisure: Senior Greek immigrants in Ottawa, Canada*. Paper presented at the Leisure, Space and Change: 2009 Symposium, Ottawa, Canada.
- ***Kaplanidou, K.** & Vogt, C. (2009). *The Theory of Planned Behavior, Past Experience, Satisfaction and Event Attendance during the Post Event Consumption Phase*. Presented at the International Conference on Festival and Event Research (ICFER), January 18 – 21, 2009 in Orlando, Florida, USA.
- *Gibson, H., Kang, S.J., & **Kaplanidou, K.** (2008) *Inside the Leisure Social World of Competitive Archery: Involvement, Social World Membership and Participation Patterns*. Paper presented at the 2008 World Leisure Congress, Quebec, Canada.
- *Karlis, G. Karadakis, K, & **Kaplanidou, K.** (2008). *Aged Immigrants and the Adjustment to a Life of Leisure: A Focus Group Study*. Paper presented at the 37th Annual Scientific and Educational Meeting of the Canadian Association on Gerontology, London, Ontario, Canada.
- ***Kaplanidou, K.** & Gibson, H. (2008) *Differences between first time and repeat spectators of a Youth soccer event: intentions and image approaches* presented at the 2008 European Association of Sport Management Conference in Heidelberg, Germany. Paper was a finalist for the Conference New Researcher award.
- ***Kaplanidou, K.** & Chang, S. (2008). *Sport event and destination images: Longitudinal image*

formation and change and its impact on sport consumer behaviors. Paper presented at the 2008 North American Society for Sport Management Conference, Toronto, Ontario.

Kaplanidou, K. & *Taks, M. (2007). *A study of Olympic sport tourists' involvement with the event and the host destination Olympic city.* Poster presentation presented at the 2007 European Association of Sport Management Conference in Turin, Italy.

***Kaplanidou, K., & Vogt, C.** (2007). *Path analysis of sport event image influence on spectators' intentions to revisit the hosting destination.* North American Society for Sport Management Conference, Ft. Lauderdale.

***Kaplanidou, K. & Vogt, C.** (2006). *Studying sport tourism event and destination images on intent to travel: a conceptual theoretical model utilizing the theory of planned behavior.* European Association of Sport Management Conference, in Nicosia, Cyprus, September 2006.

Karlis, G. & ***Kaplanidou, K.** (2006). *Does event image differ between local and foreign spectators? the case of the Athens 2004 Olympic Games.* European Association of Sport Management Conference, in Nicosia, Cyprus, September 2006.

***Kaplanidou, K. & Karlis, G.** (2006). *Athens and Olympic Games: distance and image congruency.* International Tourism Conference in Athens, Greece, organized by the Athens Institute for Education and Research.

***Kaplanidou, K.* & Vogt, C.** (2006). *Do sport tourism events have a brand image?* Northeastern Recreation Research Symposium (NERR), NY.

***Kaplanidou, K.** (2005). *The role of primary affective event and destination image on sport travelers' intentions to revisit the host destination and future mega sport events.* 13th Annual University of Waterloo Graduate Student Leisure Research Symposium, University of Waterloo, Ontario, Canada.

***Kaplanidou, K. & Vogt, C.** (2005). *Importance-Performance Analysis of Destination Marketing Organization Websites.* Travel and Tourism Research Association Conference: The Three R's: Research, Results, Rewards, New Orleans, Louisiana, USA.

***Kaplanidou, K. & Vogt, C.** (2004). *The Golf Traveler Decision Making Process: The Role of Meaning as Proposed in Personal Investment Theory.* Travel and Tourism Research Association Conference: Measuring the Tourism Experience: When Experience Rules, What is the Metric of Success?, Montreal, Quebec, Canada.

***Kaplanidou, K.** (1999). *Needs and trends assessment in the area of health fitness clubs.* 7th European Congress of Sports Management, Thessaloniki, Greece.

* Denotes the presenter
graduate student

Invited presentations

May 2011 **19th International Congress on Physical Education and Sport, Komotini, Greece.**
Kaplanidou, K. The Importance of Legacy Outcomes for four Summer Olympic Games host cities: 1996-2008.

November 17-19, 2010 **Sport Entertainment and Venue Tomorrow conference, Columbia, South Carolina**
Kaplanidou, K. Residents of host Olympic cities as consumers of the Olympic Games legacy "products": A theoretical model of processing outcomes based on temporal distance.

October 3-4, 2004 **Travel Michigan Tourism Conference**, Dearborn, Michigan.
Kaplanidou, K.* & Vogt, C. Website evaluation of Michigan Destination Marketing Organization websites.

Teaching experience

Graduate courses

University of Florida, College of Health and Human Performance Department of Tourism, Recreation and Sport Management

- ◆ Marketing in Hospitality and Tourism
- ◆ Evaluation Procedures in Health and Human Performance
- ◆ Sport Consumer Behavior
- ◆ Management and Leadership in Sport

University of Windsor, Department of Kinesiology, Faculty of Human Kinetics

- ◆ Research Methods in Sport Management

Undergraduate courses

University of Florida, Department of Tourism, Recreation and Sport Management

- ◆ Sport Marketing

University of Windsor, Department of Kinesiology, Faculty of Human Kinetics

- ◆ Special issues in sport management: sport tourism

University of Ottawa, Department of Leisure Studies

- ◆ Leisure and Cultural Development.

Greek Air Force Academy, Athens, Greece

- ◆ Physical Education and Sports Science Instructor.

Research reports

Kaplanidou, K. (2010) IOC Postgraduate Research Grant Final report. Submitted to the International Olympic Committee, Lausanne, Switzerland.

Thapa, B., **Kaplanidou, K.**, Gibson, H. Walker, M., (2010). 2010 FIFA World Cup visitor perspectives from Tswane, South Africa. Report submitted to the city of Tshwane/Pretoria. Tshwane/Pretoria, South Africa.

Thapa, B., Walker, M., **Kaplanidou, K.**, Gibson, H. (2010). 2010 FIFA World Cup perspective prior to the event. Report submitted to the city of Tshwane/Pretoria. Tshwane/Pretoria, South Africa.

Kaplanidou, K. 2008 Athens Classic Marathon. Report submitted to the Athens Classic Marathon Organizing Committee. Athens, Greece.

Kaplanidou, K., Chang, S. & Gibson (2008). Report on 2008 Gator Showcase for Girls event. Submitted to the Gainesville Sports Commission.

Kaplanidou, K., Chang, S. & Gibson (2008). 7th Annual Senior Games Study report. Submitted to the Gainesville Sports Commission.

Kaplanidou, K. & Vogt, C. (2007). Studies of the 2005 and 2006 Michigander Participants. Submitted to the Michigan Department of Transportation and the Rails-to-Trails Conservancy Michigander bike event organizers.

Vogt, C. & **Kaplanidou, K.** (Fall 2006). Tour De Leelanau Bike Tour Economic Impact Study. Submitted to the Leelanau Chamber of Commerce, Leelanau Michigan and the Tour De Leelanau event organizers.

Vogt, C., Marans, B., Chazan D. Catilin, C., Campell, D. Hansen, B. & **Kaplanidou, K.** (2005). Understanding Landscape Change in Rapidly Expanding Urban Areas: A Report on the Dynamics of Residential Choice in Southeast Michigan. Submitted to the US Forest Service.

Kaplanidou, K. & Vogt, C. (2005). Crystal Mountain Website Evaluation. Submitted and presented to Crystal Mountain Resort Executives.

Kaplanidou, K. & Vogt, C. (2005). Destination Marketing Organization Website. Fifty two (52) evaluation Reports submitted to 52 Michigan Destination Marketing Organizations.

Kaplanidou, K. & Vogt, C. (2004). Destination Marketing Organization (DMO) Websites: Evaluation and Design: What you need to know, Travel Michigan.

Kaplanidou, K. & Vogt, C. (2004). Website Evaluation: Terminology and Measurement, Travel Michigan.

Kaplanidou, K. & Vogt, C. (2003). Destination Branding: Concept and Measurement, Travel Michigan.

Kaplanidou, K. & Vogt, C. (2003). The role of word-of-mouth and how it can be used to develop a competitive advantage for a destination, Travel Michigan.

Kaplanidou, K. & Vogt, C. (2003). Conversion Studies, Travel Michigan.

Professional development: seminars/workshops

August 2009,2010, 2011 **CALS teaching enhancement symposium:** Offered by the College of Agricultural and Life Sciences, University of Florida.

May 17, 2006 **MSU Spring Institute on College Teaching and Learning**
 ♦ "Introduction to Learning Styles: Assessing and Understanding your Students as Diverse Learners." Taught by Dr. Lee Knefelkamp, Columbia University.

April 28, 2006 **MSU Spring Institute on College Teaching and Learning**
 ♦ "Teaching Principles & Teaching Biases: What Fundamentally Underlies Our Approaches to Teaching?" Taught by Dr. Dan Pratt, University of British Columbia.

January 19, 2005 **MSU Extension**
 ♦ Participated in a workshop titled: "Focus groups: Planning and conducting useful focus groups."

October 21, 2004 **Michigan State University: Lilly Seminar Series: Active Teaching and Learning.**
 ♦ Participated in: "Promoting Responsibility and Integrity in Graduate Research Mentoring".

Educational awards/scholarships

December 2008 **Researcher of the year 2008 awarded by:**
 ♦ Greek Association for Sport Management

April 2006 **Dissertation Completion Fellowship-DCF awarded by:**
 ♦ Michigan State University Graduate School (\$6,000 US)

June 2004 **Michigan State University Summer Acceleration scholarship, awarded by:**
 ♦ MSU Graduate School based on school performance and research potential (\$3,500).

- September 2003 **CenStates Travel and Tourism Research Association (TTRA) student award.**
 ♦ The award was received for one page essay on the benefits of being a CenStates and TTRA member (\$500 and free conference registration and accommodation).

Professional experience

- October 2000 **ATHENS 2004 Organizing Committee for the Olympic Games (ATHOC)**
 October 2001 Communications, Press and Media Department: International Media Desk Associate.
- August 2001 **8th IAAF World Championships in Athletics, Edmonton, Canada**
 ♦ Assisted in the management of the ATHOC press office during the Championships.
- October 1999 **Sports Development Center, Loughborough University, Loughborough,**
 June 2000 England.
 ♦ Aerobics Instructor.
- 1996-1999 **Health clubs 'Zorzou', Athens, Greece**
 ♦ Aerobics and Step Instructor. Class sizes 20-40 people.
- 1996-1999 **Klaoudatos, Greek leisure company, Athens, Greece**
 ♦ Winter Skiing Instructor of children aged 8-15 years old.
- 1995-1996 **Trekking Hellas, Thessaloniki, Greece**
 ♦ Instructor and organizer of trekking, archery, canoeing and climbing adventure trips for children.

Volunteer work

- February 2002 **Salt Lake Winter Olympic Games**
 ♦ Volunteer in the press office of the ATHENS 2004 Organizing Committee of the Olympic Games in Salt Lake City.
 ♦ Coordination of international media interviews with ATHOC officials.
 ♦ Participation in the ATHOC observer program (real time event staging training program).

Affiliations

- ♦ Member of North American Society for Sport Management (NASSM) since October 2004.
- ♦ Member of Greek Association for Sport Management (ELLEDA) since October 2004.
- ♦ Member of the National Recreation and Park Association (NRPA) from 2003-2006.
- ♦ Member of the Travel and Tourism Research Association (TTRA) from 2003-2006, 2011